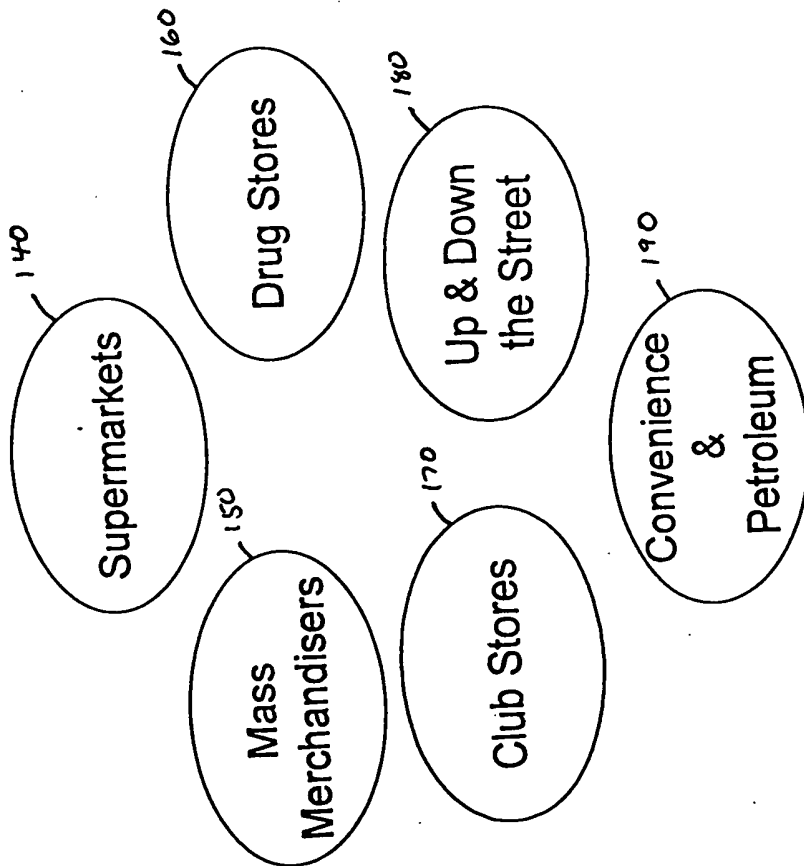


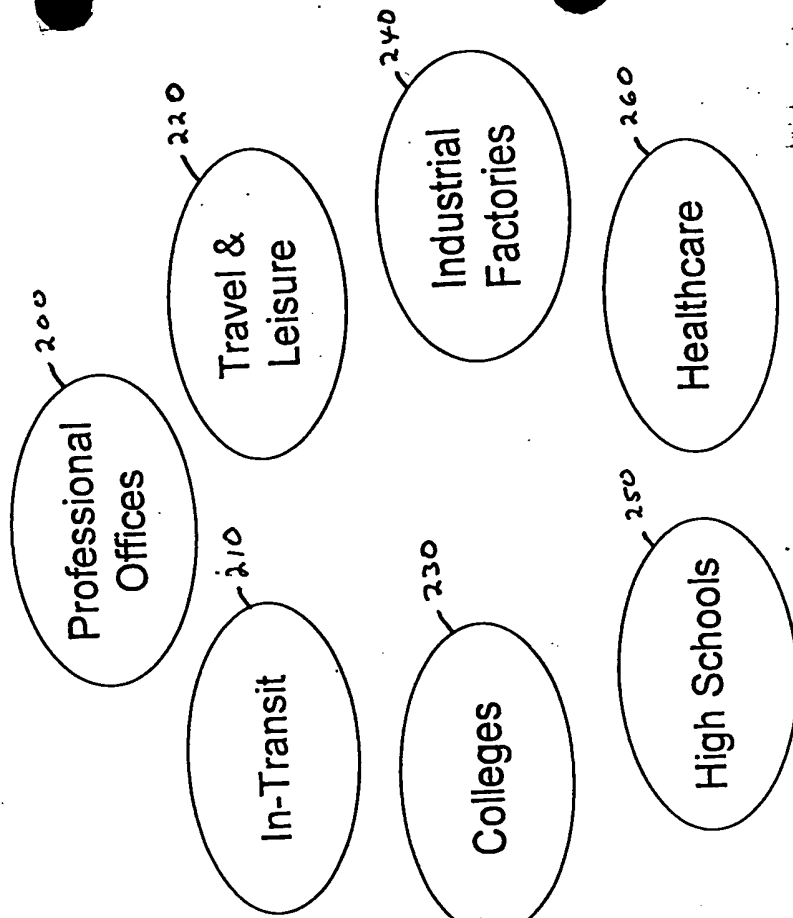
Fig. 1

Consumer Environments

Retail Environments 120



Non-Retail Environments 130



Virtual Environments 135

Fig. 2

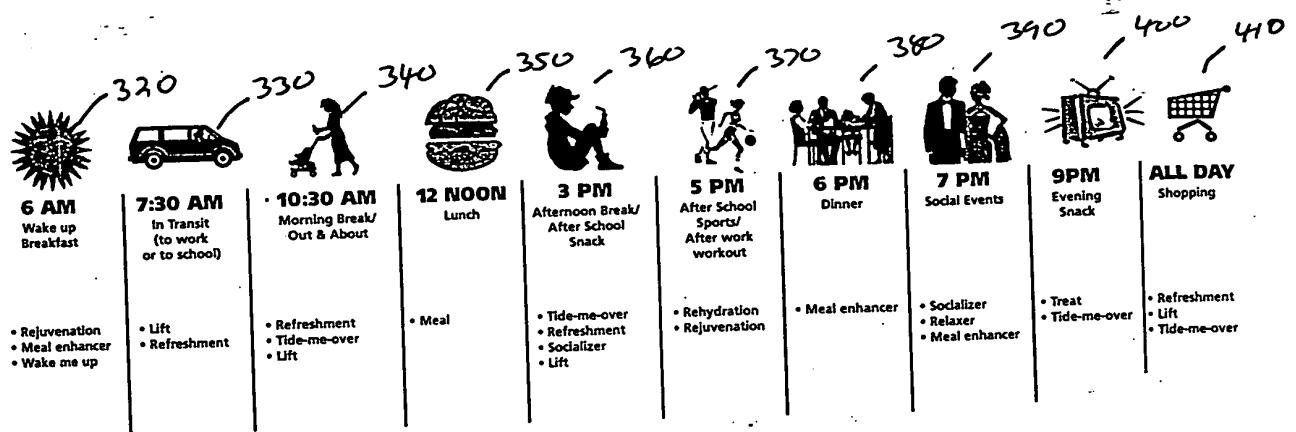


Fig. 3

140

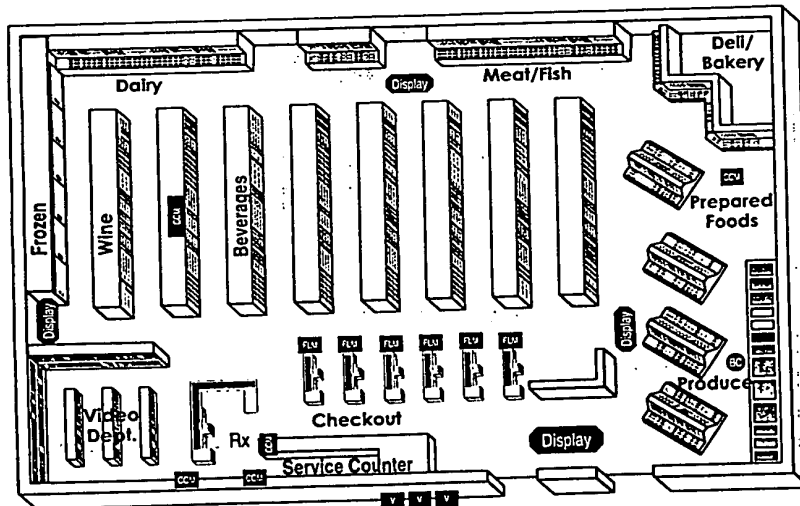


Fig. 4

140 ~

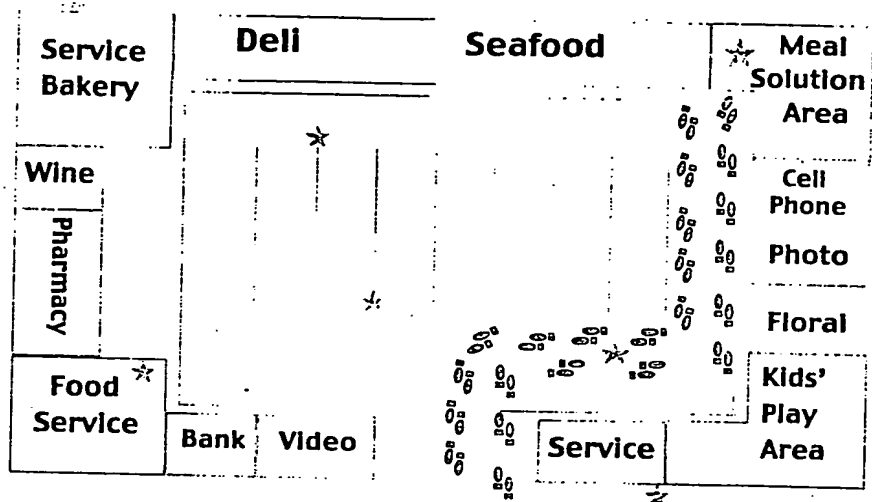


Fig. 5

190 →

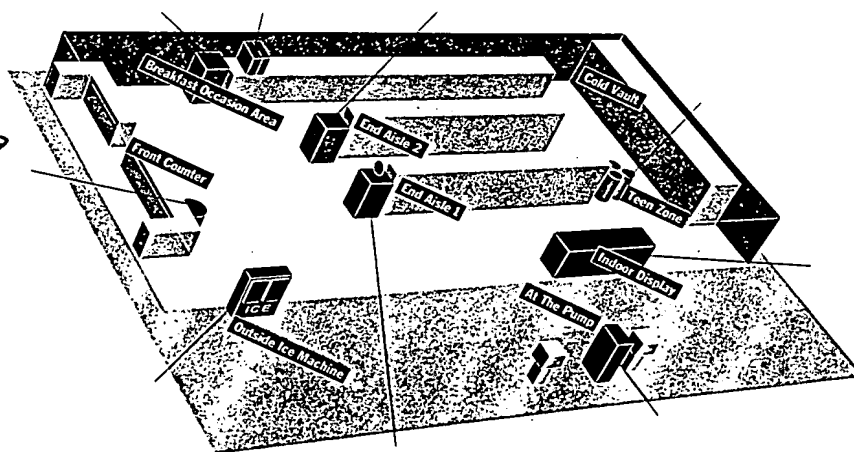


Fig. 6

DINNER TIME - QUICK MEAL SOLUTIONS

310	OCCASION - THE "WHEN"	Dinner
420	NEEDS - THE "WHY"	Meal Enhancer
430	SHOPPING METHODS - THE "HOW"	Quick Meal Solutions
550	OCCASION BASED SOLUTIONS	
580	BRAND	Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio
590	PACKAGING	Single Serving Packages Fountain Cups Multipacks 2 Liter Bottles
600	MERCHANDISING	Product in Express Lane Product in Prepared Foods Department Product Bundled with Pizza Product Bundled with Frozen Foods Small Display in Perimeter/Express Checkout/Produce Department
610	MESSAGING	"Complete Your Dinner With Real Refreshment" "Cola Brand A & Chicken" "Cola Brand A & Deli Sandwiches" "Cola Brand A Lasagna"

Fig. 7

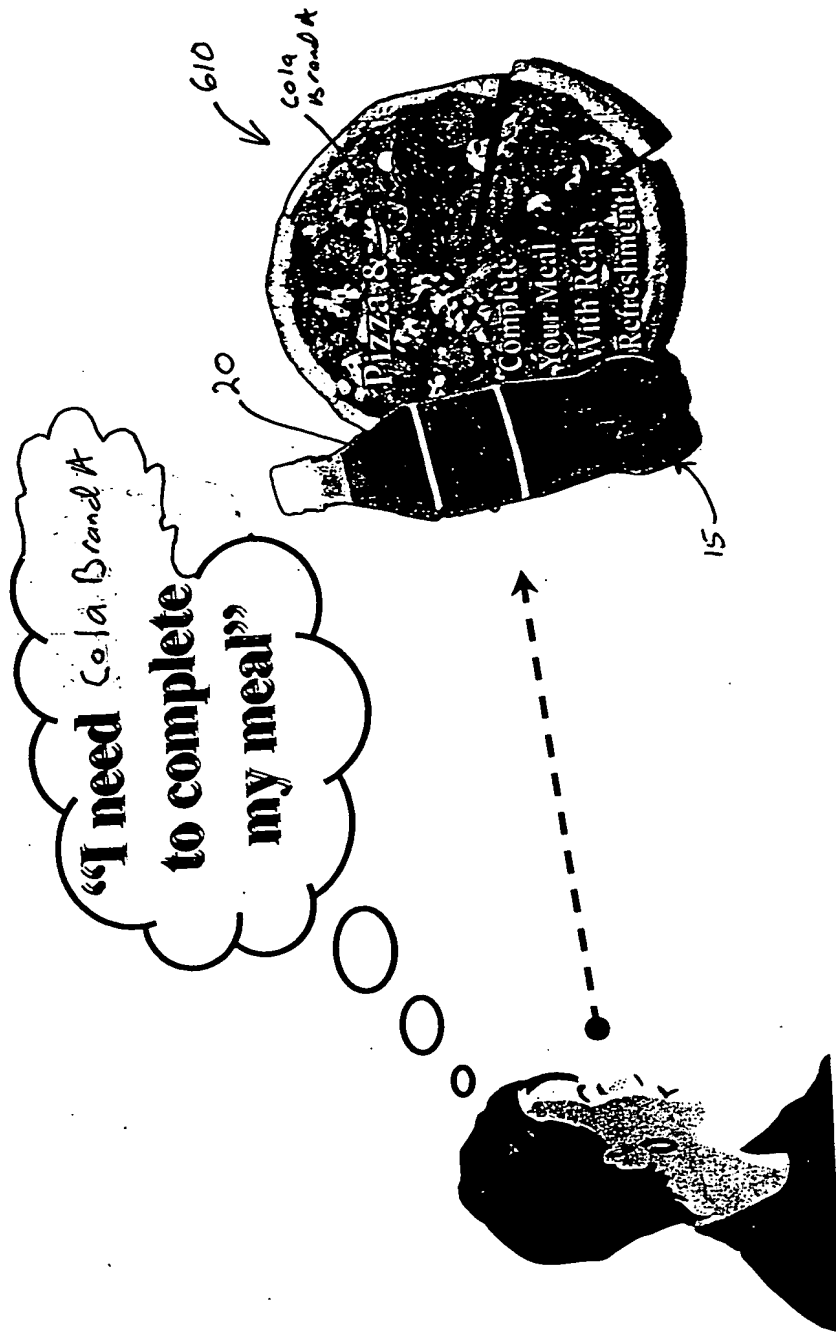


Fig. 8

SHOP REFRESHED

310	OCCASION - THE "WHEN"	Shopping
420	NEEDS - THE "WHY"	Treat/Refreshment/Tide-Me-Over
430	SHOPPING METHODS - THE "HOW"	Stock-Up
550	OCCASION BASED SOLUTIONS	
580	BRANDS	Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio
560		
590	PACKAGING	Single Serving Packages Fountain Cups Single Cans
600		
600	MERCHANDISING	Cooler/Fountain at Entrance with or without greeter Shopping Cart Caddies Shopping baskets with Drink Holders Product at Checkout Outside Vending
570		
610	MESSAGING	"Shop Refreshed" "Enjoy a Cold Cola Brand A While You Shop"
570		

Fig. 9

SOCIAL EVENTS

310	OCCASION - THE "WHEN"	Social Events
420	NEEDS - THE "WHY"	Socializer/Relaxer/Meal Enhancer
430	SHOPPING METHODS - THE "HOW"	Stock-Up or Quick Mission
550	OCCASION BASED SOLUTIONS	
580	BRANDS	Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio
590	PACKAGING	Multipacks 2 Liter Bottles
600	MERCHANDISING	Movable/Modular Display Lobby Display End Cap Display Beverage Isle Product in Express Lane Product in Video Department Bakery Spot Display Small Display in Perimeter/Express Checkout/Produce Department
610	MESSAGING	"Cola Brand A & Barbecuing" "Cola Brand A & Football" "Cola Brand A & Summer"

Fig. 10

DRIVE REFRESHED

310	OCCASION - THE "WHEN"	In Transit
420	NEEDS - THE "WHY"	Refreshment/Tide-Me-Over
430	SHOPPING METHODS - THE "HOW"	Gas & Go/Inside Pay
550	OCCASION BASED SOLUTIONS	
580	BRANDS	Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio
590	PACKAGING	Single Serving Packagings Fountain Cups Single Cans
600	MERCHANDISING	Gas Island Vending Check-Out Counter Cooler Inside Store Coolers
610	MESSAGING	"Drive Refreshed With Cola Brand A"

Fig. 11

SNACK TIME

310	OCCASION - THE "WHEN"	Afternoon/After School Snacks
420	NEEDS - THE "WHY"	Refreshment/Tide-Me-Over/Energizer
430	SHOPPING METHODS - THE "HOW"	Quick Pick Up
550	OCCASION BASED SOLUTIONS	
580	• BRANDS	Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio
590	• PACKAGING	Single Serving Packages Fountain Cups Single Cans
600	• MERCHANDISING	Snack Centers with Cooler and Snacks Teen Zone Barrels
610	• MESSAGING	"Cola Brand A with Snacks" "Snacking Time is Cola Brand A Time"

Fig. 12

INTERNET USAGE

310	OCCASION - THE "WHEN"	Surfing the Net
420	NEEDS - THE "WHY"	Refreshment/Energizer/Rejuvenation/ Meal Enhancer
430	SHOPPING METHODS - THE "HOW"	Stock Up and others
530	OCCASION BASED SOLUTIONS	
540	BRANDS	Cola Brand A Diet Brand B Other Soft Drink Brands C, D Balance of Portfolio
550	PACKAGING	Single Serving Packages Fountain Cups Single Cans Multipacks 2 Liter Bottles
560	MERCHANDISING	Web pages/e-commerce
570	MESSAGING	"Complete Your Dinner With Real Refreshment" "Surf with Cola Brand A"

Fig. 13